

ORDER

KSNV

Orders

Order / Rev: **104122 i**
 Alt Order #: 06831863
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 Flight Dates: 08/07/12 - 08/13/12
 Original Date / Rev: 07/09/12 / 07/23/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Shorr Johnson Magnus
 Buying Contact:
 Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Berkley, Shelley for Senate *Revised*
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	62	\$100,750.00	\$85,637.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	62	\$100,750.00	\$85,637.50	0.00
Totals	62	\$100,750.00	\$85,637.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	49%	\$100,750.00
Market	100%	\$205,612.24

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$41,122.45
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$32,897.96
KTUD	0%	\$0.00
KVVU	13%	\$26,729.59
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,112.24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/WagM		5-6a	-TWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-TWTF--			4		\$400.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-TWTF--					4	\$400.00		0.00			
E 2	KSNV	08/13/12	08/13/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$400.00		0.00			
E 3	KSNV	08/13/12	08/13/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					2	\$700.00		0.00			
E 4	KSNV	08/07/12	08/10/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	\$700.00	1	0.00	NM	8	\$5,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-TWTF--					8	\$700.00		0.00			
E 5	KSNV	08/07/12	08/10/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	8	\$1,400.00	1	0.00	NM	8	\$11,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-TWTF--					8	\$1,400.00		0.00			
E 6	KSNV	08/13/12	08/13/12	Today Show Today Show	CM	658a-9am	M-----	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					2	\$1,400.00		0.00			
E 7	KSNV	08/13/12	08/13/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$700.00		0.00			
E 9	KSNV	08/07/12	08/11/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	-TWTFS-	:30	5	\$750.00	1	0.00	NM	5	\$3,750.00
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-TWTFS-					5	\$750.00		0.00			
E 10	KSNV	08/07/12	08/11/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-TWTFS-	:30	5	\$6,000.00	1	0.00	NM	5	\$30,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-TWTFS-					5	\$6,000.00		0.00			
E 11	KSNV	08/12/12	08/12/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-----S	:30	2	\$6,000.00	1	0.00	NM	2	\$12,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S					2	\$6,000.00		0.00			
E 13	KSNV	08/12/12	08/12/12	Olympics Daytime Week Olympics Daytime WEEKEND	CM	4am-6pm	-----S	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00
OLY DT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S					4	\$1,700.00		0.00			
E 14	KSNV	08/11/12	08/11/12	Olympics Daytime Week Olympics Daytime WEEKEND	CM	4am-6pm	-----S-	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00
OLY DT WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					4	\$1,700.00		0.00			
E 15	KSNV	08/07/12	08/10/12		CM	9am-4pm	-TWTF--	:30	12	\$1,200.00	3	0.00	NM	12	\$14,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Olympics Daytime Weekd															
Olympics Daytime Weekdays															
OLY DT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12		08/06/12	08/12/12	-TWTF--	12		\$1,200.00		0.00						
N 16	KSNV	08/07/12	08/10/12	News 3 Olympic Zone	CM	7:30-8:00PM	-TWTF--	:30	1	\$750.002		0.00	NM	1	\$750.00
News 3 Olympic Zone															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12		08/06/12	08/12/12	-TWTF--	1		\$750.00		0.00						
N 17	KSNV	08/07/12	08/10/12	Olympics Daytime Weekd	CM	9am-4pm	-TWTF--	:30	2	\$1,200.003		0.00	NM	2	\$2,400.00
Olympics Daytime Weekdays															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12		08/06/12	08/12/12	-TWTF--	2		\$1,200.00		0.00						
N 18	KSNV	08/07/12	08/10/12	Wake Up Early w/ Wagner	CM	430a-5a	-TWT---	:30	1	\$150.002		0.00	NM	1	\$150.00
Wake Up Early Wagners															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/06/12		08/06/12	08/12/12	-TWT---	1		\$150.00		0.00						
													Totals	62	\$100,750.00